



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08091

Contract # 339154

Schedule Dates 10/30/12-11/04/12
Advertiser Pol/M Smith/D/OTH/PA (16939)
Agency Message Media (5658)
Product Political - State Candidate (1071)
Brand POL/M SMITH/D/OTH/PA (137373)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name /
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MATT SMITH 10/30
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FRIENDS OF MATT SMITH

Date Entered 10/29/12
Last Modified 11/01/12
Entered By Mary Beth Hales
CO-OP Yes
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,486.25
Net Total \$48,088.75
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Nov. 2012	41	\$56,575.00
Grand Total:	41	\$56,575.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	2	:30	5:59A- Channel 11 News 6am	3		X	X	X	X			3	\$1,650.00	\$4,950.00	Pittsburgh (WPXI)	NEWS 6-7A	10/29/12
2.0	Normal Line / Spot	10/30/12-11/02/12	2	:30	5:29A- Channel 11 News 530am	3		X	X	X	X			3	\$1,125.00	\$3,375.00	Pittsburgh (WPXI)	NEWS530-6A	10/29/12
3.0	Normal Line / Spot	10/30/12-11/02/12	2	:30	7A- 8A (EST)	3		X	X	X	X			3	\$1,275.00	\$3,825.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A	10/29/12
4.0	Normal Line / Spot	10/30/12-11/02/12	2	:30	8A- 9A (EST)	3		X	X	X	X			3	\$1,225.00	\$3,675.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A	10/29/12
5.0	Normal Line / Spot	10/30/12-11/02/12	2	:30	11:59A- Channel 11 News At Noon	3		X	X	X	X			3	\$375.00	\$1,125.00	Pittsburgh (WPXI)	NOON NEWS	10/29/12
6.0	Normal Line / Spot	10/30/12-11/02/12	2	:30	5P- 5:30P (EST)	3		X	X	X	X			3	\$1,650.00	\$4,950.00	Pittsburgh (WPXI)	NEWS 5-530P	10/29/12
7.0	Normal Line / Spot	10/30/12-11/02/12	2	:30	5:30P- 6P (EST)	3		X	X	X	X			3	\$1,650.00	\$4,950.00	Pittsburgh (WPXI)	NEWS 530-6P	10/29/12
8.0	Normal Line / Spot	10/30/12-11/02/12	2	:30	5:58P- Channel 11 News At 6pm M-F	3		X	X	X	X			3	\$1,850.00	\$5,550.00	Pittsburgh (WPXI)	NEWS 6-630P	10/29/12
9.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-8A	10/29/12
10.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	5:30A- 8A (EST)							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 530-8A	10/29/12
11.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	8A- 10:30A (EST)							1		1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-1030A	10/29/12
12.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	8A- 10A (EST)							1		1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-10A	10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Billing Type Standard
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Entered By	Mary Beth Halas
CO-OP	Yes
Headline #	
Demo	
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Package Deal	
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13.0	Normal Line / Preempt	11/03/12-11/03/12	2	:30	6P-6:30P (EST)							1		1	\$1,275.00		Pittsburgh (WPXI)	PGM CHA-NEWS-6:30P/	10/29/12
13.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Program Change/Exception	
14.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	4:28A-Channel 11 News 430A	2			X	X	X			2	\$175.00	\$350.00	Pittsburgh (WPXI)	NEWS 430-5A/	10/30/12
15.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	4:58A-Channel 11 News 5am	1			X	X	X			1	\$825.00	\$825.00	Pittsburgh (WPXI)	NEWS 5-530a/	10/30/12
16.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	5:29A-Channel 11 News 530am	2			X	X	X			2	\$1,125.00	\$2,250.00	Pittsburgh (WPXI)	NEWS 530-6A/	10/30/12
17.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	10:59P-Channel 11 News AT 11P	1			X	X	X			1	\$2,700.00	\$2,700.00	Pittsburgh (WPXI)	LATE NEWS/	10/30/12
18.0	Normal Line / Spot	11/03/12-11/03/12	3	:30	10:59P-Channel 11 News AT 11P	1						1		1	\$2,900.00	\$2,900.00	Pittsburgh (WPXI)	SAT LATE NEWS/	10/30/12
19.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	11:34P- TONIGHT SHOW	2			X	X	X			2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	TONIGHT/	10/30/12
20.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	6P- CHANNEL 11 NEWS							1		2	\$925.00	\$925.00	Pittsburgh (WPXI)	SUN NEWS 6-630P/	10/30/12
21.0	Normal Line / Sports- Local Pro	11/03/12-11/03/12	5	:30	3:30P- Notre Dame Football							1		2	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	PTT NOTR DAME 330-7P/	10/30/12
22.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	6:59P- Football Night In America							1		1	\$3,750.00	\$3,750.00	Pittsburgh (WPXI)	FNA 7-815P/	10/30/12

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23.0	M/G For 13.0.1 / Prime	11/03/12-11/03/12	5	:30	10P- Law & Order SVU 10-11P							1		1	\$1,275.00		Pittsburgh (WPXI)	LAW AND ORDER	10/30/12
23.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Program Change/Exception	
24.0	M/G For 23.0.1 / Prime	11/03/12-11/03/12	5	:30	9P- NBC Movie of the Week 9-11P							1		1	\$1,275.00		Pittsburgh (WPXI)	Rudy 9-11P/ mg	11/1/12

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